

## Claims

- 1 1. A display unit, comprising a transparent mounting plate, a plurality of business card  
2 holders, and a graphic, wherein horizontally adjacent business card holders are spaced  
3 from each other with sufficient spacing so that said graphic can be seen in said  
4 spacing, and wherein each said business card holder is capable of holding a stack of  
5 business cards.
- 1 2. A display unit as recited in claim 1, wherein horizontally adjacent business card  
2 holders are spaced from  $\frac{1}{2}$  inch to 2 inches apart.
- 1 3. A display unit as recited in claim 1, wherein vertically adjacent business card holders  
2 are spaced so the top of a business card in a card holder is from  $\frac{3}{4}$  inch to  $1\frac{1}{2}$  inches  
3 from the bottom of the next higher business card holder.
- 1 4. A display unit as recited in claim 1, wherein each said business card holder is bonded  
2 to said mounting plate.
- 1 5. A display unit as recited in claim 1, wherein each said business card holder is  
2 adhesively attached to said mounting plate.
- 1 6. A display unit as recited in claim 1, wherein said mounting plate and said business  
2 card holders are a unitary structure.
- 1 7. A display unit as recited in claim 1, further comprising a structure for mounting said  
2 mounting plate on a wall.
- 1 8. A display unit as recited in claim 1, further comprising a stand for holding said  
2 mounting plate.

9. A method of advertising, comprising the steps of

- a) providing a display unit having a plurality of card holders in a publically accessible location;
- b) placing stacks of business cards in said card holders wherein each said stack is accessible to members of the public and wherein members of the public can add their own business cards to an empty card holder;
- c) collecting a business card or information from a business card left in said card holder by said potential client; and
- d) contacting said potential client based on said information in said business card.

1 10. A method as recited in claim 8, wherein said step (b) further comprises the step of  
2 inviting members of the public to add their own business cards to an empty card  
3 holder.

1 11. A method as recited in claim 8, wherein said step (b) further comprises the step of  
2 notifying members of the public that they will be contacted if they add their own  
3 business cards to an empty card holder.

1 12. A method as recited in claim 8, further comprising the step of refilling a card holder  
2 with cards of a client paying to advertise in said display unit.

1 13. A method as recited in claim 8, wherein said display unit comprises a mounting plate  
2 and card holders.

- 1 14. A method as recited in claim 12, wherein said display unit comprises a structure for
- 2 supporting said mounting plate.

- 1        15. A method of advertising, comprising the steps of
- 2            a) providing a display unit having a plurality of card holders in a public place,
- 3                wherein a potential client can deposit a stack of business cards in one of said
- 4            card holders;
- 5            b) collecting a business card or information from a business card left in said card
- 6                holder by said potential client; and
- 7            c) contacting said potential client based on said information in said business card.

- 1      16. A method of advertising and generating advertising business, comprising the steps  
2            of:
- 3            a) providing a display unit for displaying a plurality of display objects;
- 4            b) collecting lead information voluntarily left by potential client in said display  
5                unit, wherein said information is provided in said display unit for advertising by  
6                said potential client;
- 7            c) contacting said potential client based on information left in said display unit by  
8                said potential client.